



September 3, 1999

Food and Drug Administration  
Office of Special Nutritionals (HFS-450)  
Center for Food Safety and Applied Nutrition  
200 C Street, SW  
Washington, DC 20204

6601 '99 12:33



Dear Sirs:

Notice is hereby given pursuant to the requirements of Section 403(r)(6) (21 U.S.C. § 343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 C.F.R. § 101.93, that Rexall Showcase International, Inc. ("RSI") located at 6111 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 within the past 30 days commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

Ultimate Performance™ Creatine NOW!™: Studies suggest creatine may increase recovery time between sets and may help increase the number of reps per set, thereby helping to increase the size of your muscles. ...Creatine Now! gives you the edge you want to delay muscle fatigue for the ultimate workout. ...to support your energy ...to boost your stamina, strength and endurance. [It] helps build lean muscle mass. [It] promotes endurance by delaying muscle fatigue.

The undersigned certifies that the information contained in this notice is complete and accurate and that RSI has substantiation that the statement is truthful and not misleading.

Sincerely,

Deborah Shur Trinker  
Vice President of Regulatory Affairs  
and Assistant General Counsel

Enclosure

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